

**Minutes of Strategic Planning Session of the Common Council of the Town of
Clarkdale
Held on Thursday, November 8, 2018 at 8:30 A.M.**

A Special Meeting of the Common Council of the Town of Clarkdale was held on Thursday, November 8, 2018, at 8:30 A.M. in the Clark Memorial Clubhouse, Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona.

CALL TO ORDER – Meeting was called to order at 8:32 A.M. by Mayor Von Gausig.

Town Council:

Mayor Doug Von Gausig
Vice Mayor Richard Dehnert
Councilmember Scott Buckley

Councilmember Debbie Hunseder
Councilmember Bill Regner

Town Staff:

Town Manager Gayle Mabery
Administrative Services Director Kathy Bainbridge
Economic/Community Development Director Jodie Filardo
Utilities/Public Works Director Maher Hazine
Police Chief Randy Taylor
Finance Manager Kathy Cwiok
Community Services Supervisor Joni Westcott
Police Aide Jennifer Julian
Public Works Superintendent David Brinkley
Sergeant Nicole Florisi
Utilities/Public Works Operational Administrator Ellen Yates
Finance Technician Brittany Earles
Community Services Technician Allyn Backus
Town Clerk Mary Ellen Dunn

PUBLIC COMMENT – The Town Council invites the public to provide comments at this time. Members of the Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making a comment on a specific agenda item are asked to complete a brief form and submit it to the Town Clerk during the meeting. Each speaker is asked to limit their comments to five minutes.

There was no public comment.

NEW BUSINESS

STRATEGIC PLANNING WORKSESSION – The Town Council, Town Manager and

Department Heads will engage in their annual Strategic Planning Session, which will include updates on prior goals and objectives, discussion of key current issues facing the Town, and prioritization of goals for the next two years.

Mayor Von Gausig provided opening remarks and Town Manager Mabery outlined the order of the agenda for the day, as follows:

- 1) The Town Manager and Department Heads would lead off the meeting with a series of issue/goal presentations on nine separate topics.
- 2) During a working lunch, the individual Council Members would individually discuss their visions for Clarkdale along with perceived challenges and opportunities.
- 3) First review of grouping of goals into categories.
- 4) Individual members of the Town Council to share their perspectives on important goals to consider over the next two years.
- 5) Develop consensus on the top priority goals and focus areas for the next two years.

Town Manager Mabery asked each member of the Town Council to make notes of individual goals throughout the day so that each could be considered during prioritization processes at the end of the day.

Following the introduction and agenda review, the Town Manager and Department Heads made issue/goal presentations on the following topics:

- Community Development/Economic Director Jodie Filardo opened with information on the 2022 General Plan, noting that the plan development and public outreach will begin in calendar year 2019. The General Plan will be subject to ratification by Clarkdale voters at the August, 2022 Primary Election.
- Town Manager Mabery and Community Development/Economic Director Jodie Filardo jointly presented information on Economic Development, and narrowed the discussion into five areas: 1) Housing Diversity and Affordability; 2) Broadway Corridor; 3) Bitter Creek Industrial Area; 4) 89A Corridor; and 5) Central Business District. During the Central Business District discussion, Utilities/Public Works Director Maher Hazine presented information on the potential for micro-businesses that could be located on public or private property as an economic development strategy.
- Hazine followed with presentations on the next steps for development of a Sustainable Streets Preservation and Maintenance program, noting that with the defeat of Proposition 445, the Council and staff will need to regroup and reprioritize what projects to undertake with the limited funds available. He anticipates a series of worksessions with the Council in the coming 6 months as the Town develops a new approach.
- Hazine led a discussion about the need for sustainable operations and maintenance of Clarkdale's parks and recreation amenities, noting that costs of upgrading existing parks and bringing new parks into our system must be considered during the budget process.
- Hazine shared information on Water Resource Management priorities, including the development of Water and Wastewater Infrastructure Expansion plans, a Reclaimed Water Master Plan, and the need to consider water rights settlements in the Town's long-term water resource planning.

- Police Chief Randy Taylor discussed current staffing levels in the Police Department, the mutual aid agreements we have with other jurisdictions, and the technology and policy needs of the department.
- Administrative Services Supervisor Kathy Bainbridge presented information on the highest priorities for technology investments for the Town, including network wiring, a new Police Department server, telephone system upgrades and upgraded software for the Police Departments body camera program.
- Town Manager Mabery discussed the fact that several key upcoming management team retirements will result in the need to reevaluate the organizational structure, and recommended that a number of the decisions with regard to reorganization should be handled after the selection of the new Town Manager.

At the conclusion of the Town Manager/Department Head presentations, during a working lunch, the individual Council Members individually discussed their visions for Clarkdale along with perceived challenges and opportunities.

On the conclusion of the Council Member discussions, Town Manager Mabery led the Council through a first review and categorization of the goals that had been noted up to this point in the session. Individual Council Members were then each asked to discuss what they believed to be important goals for the next two years.

Following the individual discussion by Council Members, Town Manager Mabery facilitated a process to develop consensus on the top priorities and goals for the next two years. After discussion, the following were identified through consensus:

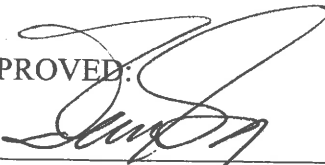
Focus Area	Category	Priority/Goal
Human Resources	Sustainable Workforce	Town Manager Selection & Associated Reorganization
Infrastructure Projects and Planning	Parks and Recreation	Operate the Verde River at Clarkdale's River Access Points as Self- Sustaining Enterprises
		Sustainable Operation and Maintenance of Current and Future Parks
	Streets	Sustainable Streets Preservations and Maintenance Program

Focus Area	Category	Priority/Goal
Infrastructure Projects and Planning	Water Resources	Reclaimed Water Master Plan
		Water and Wastewater Infrastructure Expansion Plans
Economic Development	Broadway Focus Area	Use Extra Right-of-Way Width as Incentive for Desired Development
	Bitter Creek Focus Area	Support and Explore Road Connection to Central Business District
	Central Business District	Partner with a University for Development of Concept Designs
		Support Micro Businesses on Public and/or Private Property
		Encourage Increased Density, Mixed Uses, and Pedestrian Amenities
	Programs and Policies	Promote Clarkdale's Business Development Opportunities and Business Friendly Approach in Community Forum/Conference

As the topics of discussion today were not listed for action by the Town Council, the top priorities and goals, as identified through this process, will be presented to the Town Council at an upcoming Council meeting for ratification. No formal action was taken by the Council at the conclusion of the meeting.


ADJOURNMENT Without objection Mayor Von Gausig adjourned the meeting at 3:13 P.M.

APPROVED:



Doug Von Gausig, Mayor

ATTESTED/SUBMITTED:




Mary Ellen Dunn, Town ClerkCERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the Town Council of the Town of Clarkdale, Arizona held on the 8th day of November, 2018. I further certify that meeting was duly called and held and that a quorum was present.

Dated this 12th day of December, 2018.

SEAL



Mary Ellen Dunn, Town Clerk